

ABSTRACT OF THE DISCLOSURE

Disclosed herein is a magnetic powder which can provide a bonded magnet having excellent magnetic properties and having excellent reliability especially excellent heat stability. The magnetic powder is composed of an alloy composition represented by  $R_x(Fe_{1-y}Co_y)_{100-x-z-w}B_zNb_w$  (where R is at least one kind of rare-earth element, x is 7.1 - 9.9at%, y is 0 - 0.30, z is 4.6 - 6.9at%, and w is 0.2 - 3.5at%), the magnetic powder being constituted from a composite structure having a soft magnetic phase and a hard magnetic phase, wherein the magnetic powder has magnetic properties in which, when the magnetic powder is formed into an isotropic bonded magnet having a density  $\rho$  [Mg/m<sup>3</sup>] by mixing with a binding resin and then molding it, the maximum magnetic energy product  $(BH)_{max}$ [kJ/m<sup>3</sup>] of the bonded magnet at the room temperature satisfies the relationship represented by the formula  $(BH)_{max}/\rho^2[\times 10^{-9}J\cdot m^3/g^2] \geq 2.2$ , and the intrinsic coercive force ( $H_{cJ}$ ) of the bonded magnet at the room temperature is in the range of 320 - 720 kA/m.